



(310) 305-9503 • 13837 Fiji Way, Marina del Rey, CA 90292 • beaches.lacounty.gov

Caring for Your Coast

Gary Jones
Acting Director

Kerry Silverstrom
Chief Deputy

John Kelly
Deputy Director

July 15, 2014

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

17 July 15, 2014

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

**DELEGATE AUTHORITY TO INCREASE ANNUAL CONTRACT SUMS
RELATED TO MARINA DEL REY'S 50TH BIRTHDAY
(SUPERVISORIAL DISTRICT 4)
(3 VOTES)**

SUBJECT

This action is to delegate authority to the Director of the Department of Beaches and Harbors to execute amendments to increase annual contract sums in the Department's existing WaterBus Service Contract and the Marina del Rey Convention and Visitors Bureau Agreement, as well as any other regular service vendor or other contracts/agreements necessary, to support activities commemorating Marina del Rey's 50th birthday throughout 2015.

IT IS RECOMMENDED THAT THE BOARD:

1. Delegate authority to allow the Director of the Department of Beaches and Harbors to execute an amendment to the existing WaterBus Service Contract to increase funding to provide to the public free or low-cost narrated, historical boat tours of the Marina in 2015 during the yearlong celebration of the Marina's 50th birthday.
2. Delegate authority to allow the Director of the Department of Beaches and Harbors to execute an amendment to the existing Marina del Rey Convention and Visitors Bureau Agreement to increase funding to locate a microsite on the Bureau's Website (www.visitmarinadelrey.com) devoted to the Marina's 50th birthday that will list events, historical information, "fun facts," photos, and other related content.
3. Delegate authority to allow the Director of the Department of Beaches and Harbors to execute

amendments to increase funding as needed in more traditional, existing service contracts for, e.g., security, parking, event support, graphics design, restroom cleaning and janitorial services related to the Marina's 50th birthday and anticipated higher usage of the Marina's public areas and facilities during the yearlong celebration, which shall not in the aggregate, including the WaterBus and Bureau increases, result in an exceedance of the Department of Beaches and Harbors' overall Fiscal Year 2014-15 Adopted Budget.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of delegated authority to the Director of the Department of Beaches and Harbors (Department) to execute amendments to increase the annual contract sum in the existing Marina del Rey WaterBus Service Contract and Marina del Rey Convention and Visitors Bureau (Marina CVB) Agreement, as well as more traditional existing services contracts, such as those for security, parking, event support, graphics design, restroom cleaning and additional janitorial services, will allow the Department to pay for a range of additional activities being planned to celebrate the Marina's 50th birthday. The Marina's birthday party is scheduled for the weekend of its actual birthday, April 10, but activities to honor the Marina's unique history and to commemorate this historic occasion are being planned throughout 2015.

Contributing significantly to this planning effort is a community stakeholders' group that formed early this year and is comprised of various County, Marina lessee, Marina CVB, LAX Coastal Chamber of Commerce, Marina del Rey Historical Society, Small Craft Harbor Commission, and local community, business and media representatives. Plans contemplated include an art installation, mobile mural, historical on-the-water tours, and arrival of the Tall Ships.

In order to support a variety of events planned by the stakeholders' group, the Department's Director needs authority to increase annual contract sums so that contractors already in place can provide services related to the Marina's 50th birthday activities. As an example, the Department's existing WaterBus contractor, Hornblower Yachts, Inc., is able to provide a free (for public school classes, i.e.) or low-cost narrated, historical boat tour of the Marina, offering County residents, visitors, students and families a unique opportunity to see the Marina and to learn about its history. However, the Department's contract allows the Director to increase the WaterBus contract sum by only 10%, or \$42,400, whereas the cost to provide these tours is estimated at \$67,000. Similarly, the Marina CVB is able to locate a microsite on its website devoted to the Marina's 50th that will list events, historical information, "fun facts," photos, and other informational items related to the Marina's birthday. However, the Department's existing contract with the CVB only allows the Department to spend up to \$10,000 for joint promotional projects, whereas the cost to develop the microsite is estimated at \$12,000. Additionally, it can be anticipated that a higher level of traditional services will be required, i.e., restroom cleaning, security, event support, graphic design, parking, and janitorial services, due to a higher intensity of use of the Marina's public areas and facilities.

Generally, Department contracts allow the Director to increase annual contract sums by 10% for unforeseen or unanticipated circumstances. However, the Department does not want to use up the allowable additional sums for celebration purposes, but rather wants to retain those sums for traditional service needs. Additionally, it is easily foreseen that funds required for Marina birthday activities might well exceed the allowable additional sums. Therefore, the Department is seeking delegated authority to increase annual contract sums for Marina birthday purposes, which shall not in the aggregate, including the WaterBus and Bureau increases, result in an exceedance of the Department of Beaches and Harbors' overall Fiscal Year 2014-15 Adopted Budget.

Implementation of Strategic Plan Goals

Providing delegated authority to allow the Department of Beaches and Harbors to increase its annual contract sums to fund Marina 50th birthday activities and needed services associated therewith will promote and further the Board-approved Strategic Plan Goal of Operational Effectiveness/Fiscal Sustainability (Goal 1), by enabling the Department to most easily and efficiently fund the Department's contributions to the Marina's yearlong birthday celebrations.

FISCAL IMPACT/FINANCING

The Department's Fiscal Year (FY) 2014-15 Adopted Budget includes \$100,000 for expenditures in connection with the Marina's 50th birthday commemorations.

Operating Budget Impact

To the extent total costs of supporting the Marina's 50th birthday are greater than \$100,000, the Department will not exceed its overall FY 2014-15 Adopted Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

All contract amendments increasing annual contract sums for expenditures in connection with the Marina's 50th birthday activities will be approved in advance as to form by County Counsel.

ENVIRONMENTAL DOCUMENTATION

Approval of the recommended actions is not subject to the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378, in that such approval does not meet the definition of a Project.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of delegated authority to increase maximum annual contract sums as necessary to support a yearlong celebration of the Marina's 50th birthday in 2015 will have no impact on other County services or projects.

CONCLUSION

Authorize the Executive Officer of the Board to send two adopted copies of this letter to the Department of Beaches and Harbors, Administrative Services Division, 13483 Fiji Way, Trailer #3, Marina del Rey, CA 90292. Should you have any questions, please contact Carol Baker at (310) 305-9562 or CBaker@bh.lacounty.gov.

The Honorable Board of Supervisors

7/15/2014

Page 4

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'G. Jones', with a stylized, cursive script.

GARY JONES

Director

GJ:CB:ks

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors